

# CleanCities



## Reducing child deaths on European roads: Why school streets are an important part of the solutions

Jens Müller, Policy & Research Lead  
ETSC online PIN event, 14 December 2022



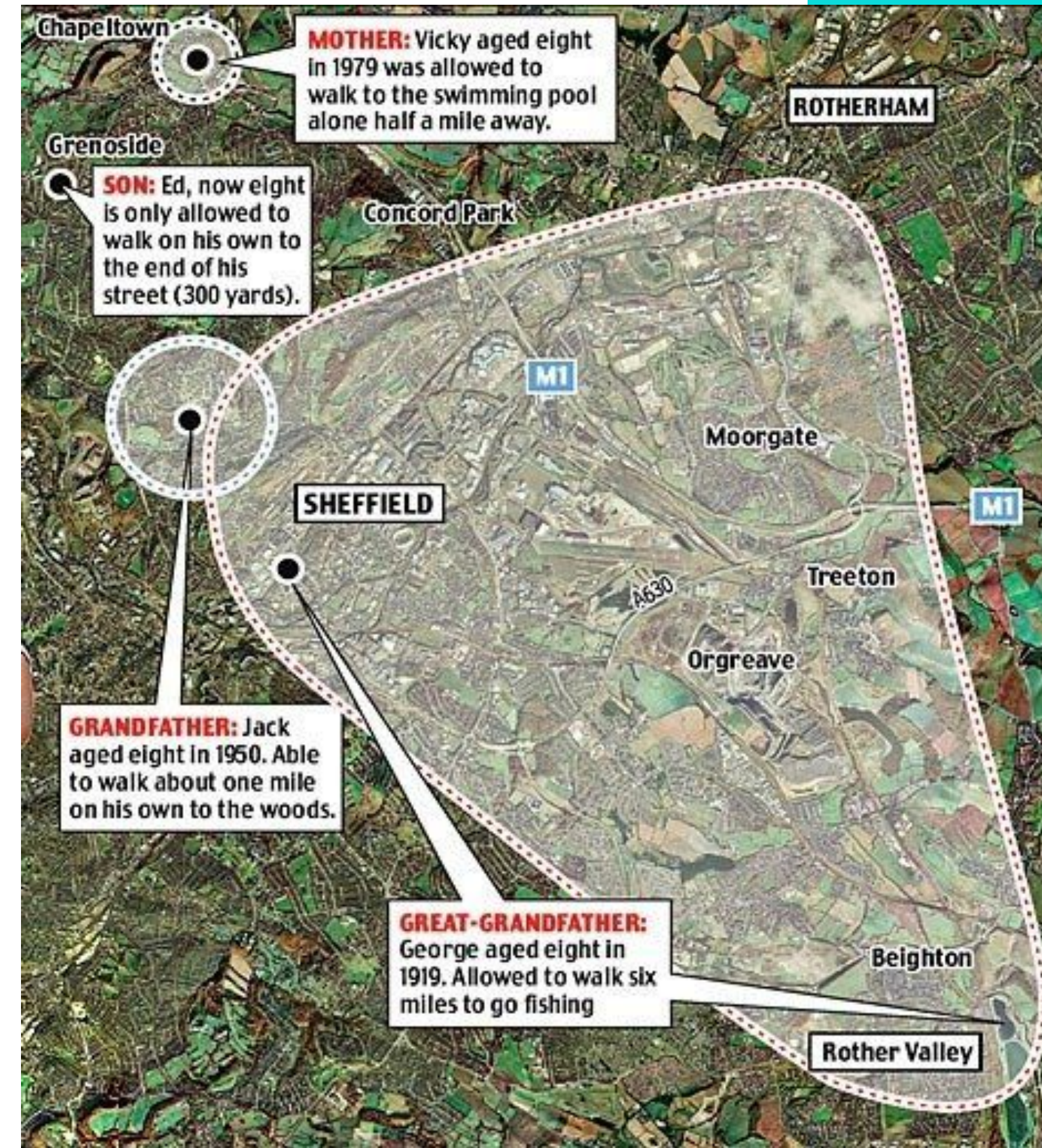
# Putting things in perspective



🤔 Our children are much less autonomous in their daily mobility than they used to be.

🚗 Road safety plays a major role in this.

💡 But we can reverse this trend, as I will show you in the following minutes.



Source: [Le Nouvel Obs](#)

# About the Clean Cities Campaign & our vision

# ***What is the Clean Cities Campaign?***

We are a **European coalition of 75+ grassroots and civil society groups** working across 14 European countries.

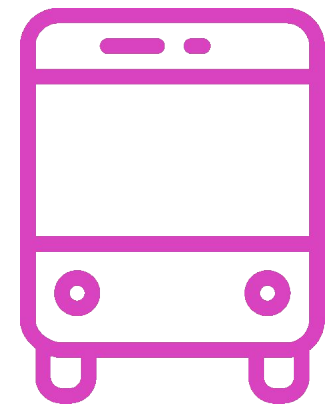
We are united by the ultimate **vision of zero emission urban mobility by 2030**, promoting measures such as Low and Zero Emission Zones and **School Streets**.



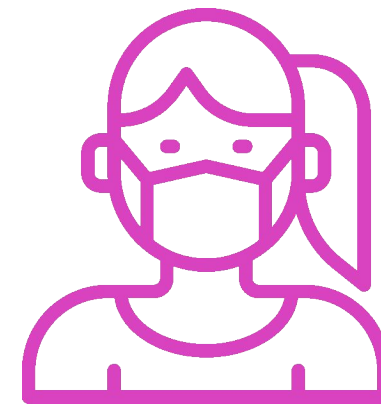
# ***We're calling on cities to rethink urban mobility by...***



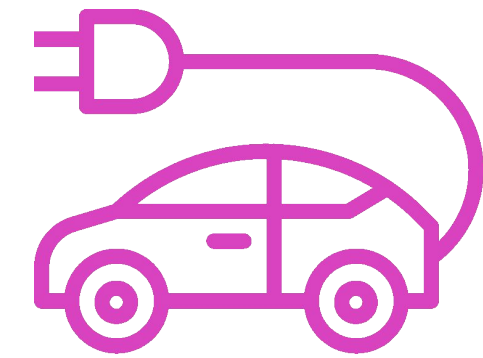
**Reallocating public space** for walking, cycling & greenery



**Promoting & investing** in shared and public transport



**Phasing out** petrol, diesel and gas cars from cities



**Allowing only zero-emission** cars & vans from 2030

# *The principle: a child-friendly city benefits everyone*



A city (re)designed with children in mind helps bring about...

- **Safer roads** for all
- Better **accessibility** for families, the elderly, people with disabilities, ...
- Opportunities for **play, walking** and **cycling, new encounters**
- Less **noise** and **pollution**
- ...and much more



# Streets for Kids: our campaign for school streets



# What are school streets - and Streets For Kids?



🚧 **School Streets** - road closures outside schools - are **one of the easiest measures** for authorities to introduce and enjoy widespread public support.

🤔 They help to **shape our perception** around using cars less and the alternatives — like walking, cycling, public transport.

📣 **Streets For Kids** is a **campaign** that we initiated to **multiply the number of School Streets** across Europe.

🎈 **We are creating a European movement to convince cities to implement more and better School Streets** and make the school run healthier, safer and climate friendly.

💪 Twice a year we promote **action days across Europe** for parents and children to celebrate making our streets safer as part of our #StreetsForKids campaign.





# Why do we ask for school streets?



# The road safety argument

“Children, parents and teachers across various countries report that the streets **feel safer** once a School Street has been created: **65% of pupils** in Oxfordshire, **66% of parents** in Edinburgh and **87% of teachers** in the Flemish region report that School Streets feel safer.”

## School Streets to shape child-friendly cities



Photo: Sergio Gatto

### What are 'School Streets' and why do they matter?

School Streets are accessible spaces around schools where "walking and cycling is prioritised over motorised traffic, at least during school drop-off and pick-up times. Timed traffic restrictions can be enforced using cameras or temporary bollards." Motorised traffic is restricted in favour of walking and cycling, at least during drop-off and pick-up times.

Children are particularly vulnerable to air pollution and at risk from road collisions with cars. School streets address these issues by reallocating public space towards children and away from cars at the time when children are most exposed to air pollution. They provide immediate health benefits, through improving air quality in the vicinity of the school, and they also encourage physical activity by inviting families to switch from driving to walking, cycling or public transport.

The rise of School Streets can be attributed to their affordability, simplicity of concept, ease of implementation and popularity amongst children, parents and teachers alike. Evaluation and monitoring of existing initiatives show measurable, positive impacts in most cases, and demonstrates that School Streets can contribute real solutions to some of our most pressing urban challenges.

School drop-offs represent a significant share of motorised traffic. Transport for London estimated in 2018 that 25% of weekday morning peak car trips are caused by school drop-offs, a total of 254,000 trips a day<sup>1</sup>. From 2006 to 2016, around one in three trips to school in the Brussels region was made by car.<sup>2</sup>

Source: [CCC factsheet](#), 2022



# Amsterdam, 1972



# Rome, 2021



# Our most recent day of action with more than 140 events across Europe on 21 October



# Thanks!

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**Any questions?**

[www.cleancitiescampaign.org](http://www.cleancitiescampaign.org)

[jens.mueller@cleancitiescampaign.org](mailto:jens.mueller@cleancitiescampaign.org)